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Data That Sings



ASSESSING TRENDS THROUGH NEIGHBORHOOD PROFILES



Overview



Assessing data sources

Data source examples

Only in Seattle data project

Live / Work / Shop / Play Model



As long as these metrics are going in the right direction, everything else follows:

LIVE: Population tracks well with construction deliveries, apartment rents and employment.

WORK: Employment growth tracks well with office occupancy and absorption.

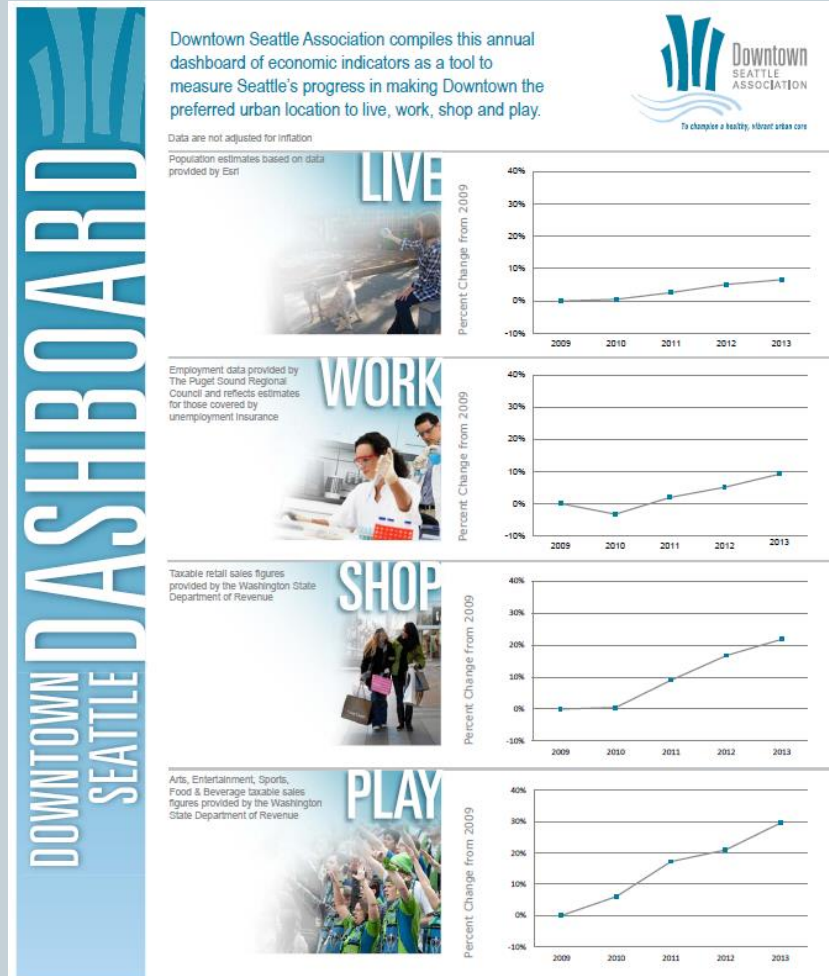
SHOP: Retail sales tracks well with convention attendance, retail jobs and retail occupancy

PLAY: entertainment and food/drink spending tracks well with hotel revenue; also track generally well with entertainment and food service jobs and somewhat (though not always) with attendance at venues, museums, and conventions.

The “Dashboard”

What is it?

- An overview
- Intuitive
- Easy to read
- Quickly understood

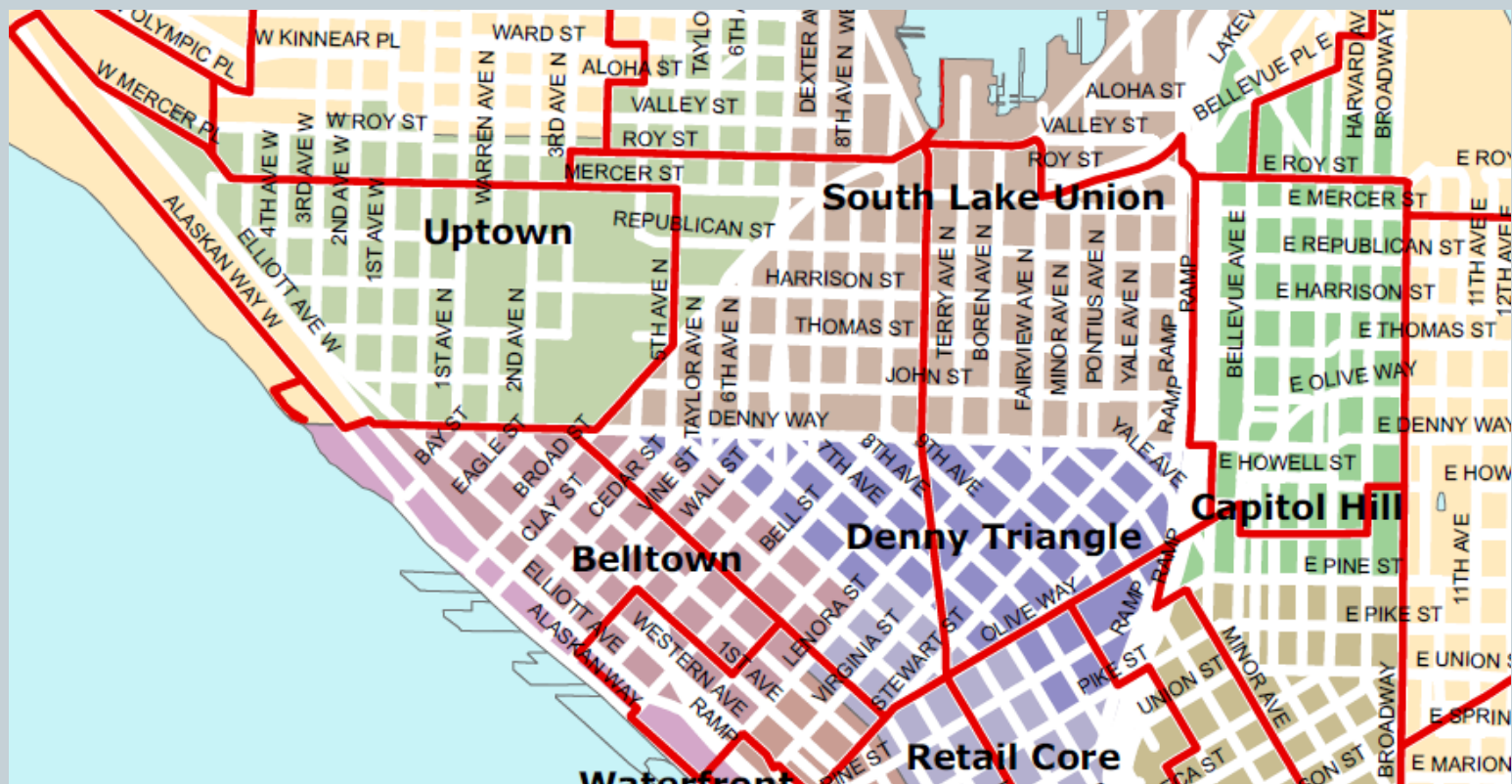


QUESTIONS? Contact the Metropolitan Improvement District's Business Development & Market Research team at 206-613-3216 or via e-mail at info@downtownseattle.org. Additional economic development information is available online at www.DowntownSeattle.com.

Assessing Data Sources



- What are your boundaries?
- How well do Census tracts match?



Assessing Data Sources (cont'd)



- Can you replicate this each year?
 - ✦ The most important thing when trending is to have apples-to-apples data each year.
 - ✦ Mixing sources = NOT ideal
 - ✦ Understand the limitations of your data

Assessing Data Sources (cont'd)



Paid versus free sources

<u>Paid Sources</u>	<u>Free Sources</u>
Easier to use	No Cost
Quicker to use	More transparent methodology
May have more current estimates	Historic data usually more readily available
Not subject to federal funding changes	Most paid services are largely based on free sources
Boundaries (usually) more customizable	Widely used and recognized

Data Sources: Some Examples



- Subscription Services (Esri)
- Government Websites (e.g. Census Bureau)
- Direct Requests (Department of Revenue, PSRC)



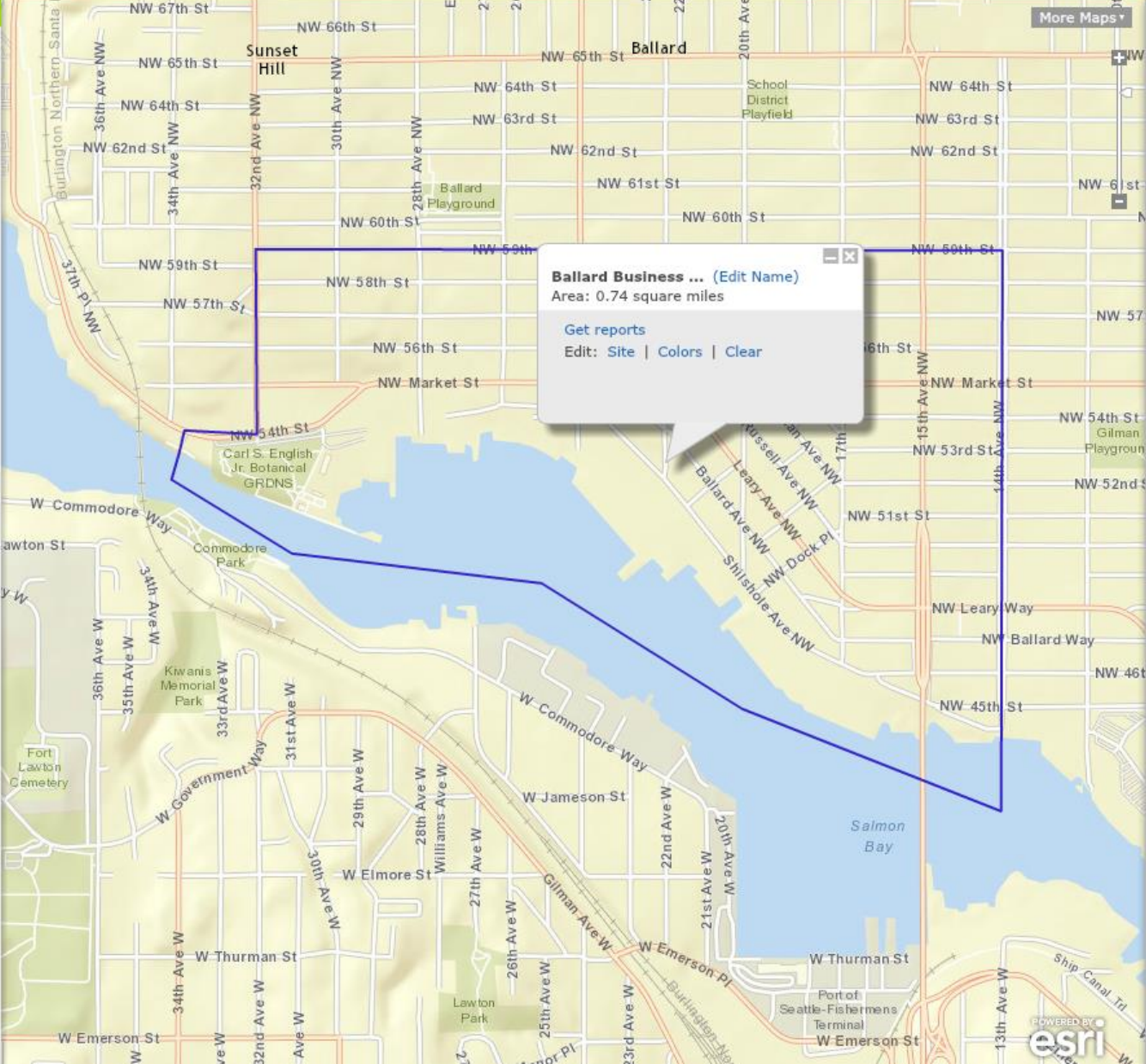
Enter a ZIP Code, city, county or state

My Sites > OED Neighborhoods (24 sites)

Open Full Table

	Site Name	Date
<input type="checkbox"/>	Uptown	08/19/2014
<input type="checkbox"/>	West Seattle Junction	07/21/2014
<input type="checkbox"/>	Wallingford	07/21/2014
<input type="checkbox"/>	University District	07/21/2014
<input type="checkbox"/>	South Park	07/21/2014
<input type="checkbox"/>	Roosevelt	07/21/2014
<input type="checkbox"/>	Rainier Beach Planning ...	07/21/2014
<input type="checkbox"/>	Pioneer Square	07/21/2014
<input type="checkbox"/>	Lake City (Urban Village)	07/21/2014
<input type="checkbox"/>	MLK Othello	07/21/2014
<input type="checkbox"/>	Lake City (Broader)	07/21/2014
<input type="checkbox"/>	Georgetown	07/21/2014
<input type="checkbox"/>	Fremont	07/21/2014
<input type="checkbox"/>	First Hill	07/21/2014
<input type="checkbox"/>	Columbia City	07/21/2014
<input type="checkbox"/>	Chinatown - ID	07/21/2014
<input type="checkbox"/>	Central District Union N...	07/21/2014
<input type="checkbox"/>	Central District Jackson ...	07/21/2014
<input type="checkbox"/>	Central District Cherry ...	07/21/2014
<input type="checkbox"/>	Beacon Hill	07/21/2014
<input type="checkbox"/>	Belltown	07/21/2014
<input type="checkbox"/>	Central District	07/21/2014
<input type="checkbox"/>	Capitol Hill	07/21/2014
<input checked="" type="checkbox"/>	Ballard Business District	07/21/2014

Import sites from legacy version... Close



dor.wa.gov/content/aboutus/statisticsandreports/tid/statisticsreports.aspx?query=localsalestats

venue taxable retail sales statistics

http://www.google.co... DSA CRM Read Later Home HI Hemingway

Department of Revenue Washington State "Working together to fund Washington's future"

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Search

Home

ABOUT US > STATISTICS & REPORTS > TID > STATISTICS & REPORTS

Statistics & Reports

Quarterly Business Review Historical Local Tax Rates

Gross Business Income Taxable Retail Sales Local Tax Distributions

Choose a Taxable Retail Sales Query:

Local Statewide

This data represents taxable retail sales as reported on the excise tax return for cities and counties in the State of Washington. For more information on taxable retail sales visit our [Frequently Asked Questions](#).

Beginning with the Quarter 1, 2012 data, various NAICS codes were changed to ensure the relevance, accuracy, and timeliness of the classifications. To see how 2007 NAICS codes correspond to 2012 NAICS codes click [here](#)

To select multiple items, click on your first selection, then hold the "ctrl" key and click on additional items.

Note: Complex queries may take up to 3 minutes.

What is the difference between SIC and NAICS?

Year 1994 - Present (NAICS Data) Year 1994 - 2004 (SIC Data)

Tax Year:

All Years 2014 Quarter 1 2013 Quarter 4 2013 Quarter 3 2013 Quarter 2

0100 Unincorporated Adams County 0101 Hatton

Help us improve! Take our Survey

U.S. Department of Commerce United States Census Bureau

AMERICAN FactFinder

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD CENTER

Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code (e.g., Atlanta, GA) GO

Guided Search

Advanced Search

Download Center

American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys. For more information see [Using FactFinder](#) and [What We Provide](#).

Using American FactFinder

Learn about American FactFinder's functions and features.

News and Notes

June 26, 2014

2012 ZIP Code Business Patterns data are now available...

view all news, release schedules, and n

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SERIES REPORT

PUBLIC DATA API

DISCONTINUED DATABASES

FAQS

SPECIAL NOTICES

MORE SOURCES OF DATA

On This Page:

» Inflation & Prices

» Employment

» Unemployment

» Pay & Benefits

» Spending & Time Use

» Productivity

» Workplace Injuries

» International

» Employment Projections

» Regional Resources

» Historical News Release Tables

» Maps

» Calculators

» Public Data API

Inflation & Prices

Database Name	Special Notice	Top Picks	One Screen	Multi-Screen	Tables	Text Files
Prices - Consumer						
All Urban Consumers (Current Series) (Consumer Price Index - CPI)		TOP PICKS	ONE-SCREEN DATA SEARCH	MULTI-SCREEN DATA SEARCH	TABLES	TEXT FILES
Urban Wage Earners and Clerical Workers (Current Series) (Consumer Price Index - CPI)		TOP PICKS	ONE-SCREEN DATA SEARCH	MULTI-SCREEN DATA SEARCH	TABLES	TEXT FILES
All Urban Consumers (Chained CPI) (Consumer Price Index - CPI)	SPECIAL NOTICE	TOP PICKS	ONE-SCREEN DATA SEARCH	MULTI-SCREEN DATA SEARCH	TABLES	TEXT FILES

SEARCH

Puget Sound Regional Council

About Growth Management Transportation Economic Development Funding Data

Home > Data Systems and Analysis

growing a sustainable region

Data Systems and Analysis

The Data Systems and Analysis (DSA) Division administers a data and research program in support of growth management, transportation and economic development planning in the central Puget Sound region. We develop and maintain regional planning data sets and deliver technical assistance to our member governments and organizations.

Census

Surveys

Population and Housing

Employment

Transportation Data

GIS and Maps

Models and Tools

Forecasts



> Who We Are > Contact Us

Find Your NAICS Code...

Home Targeted Lists Data Append Services Reference Products Market Research Resources Business Look-ups

NAICS Identification Tools

Finding your NAICS and SIC Codes has never been easier.

NAICS KEYWORD SEARCH

Submit

Enter Keyword or a NAICS Code to Search

[Click here for Search Tips](#)

COMPANY LOOKUP TOOL

NEW

Search Business Listings

Try Me

Search Businesses by Phone Number or Address,
Identify DUNS Number, NAICS/SIC Codes & More

Drill Down for NAICS Codes

Drill Down for SIC Codes

NAICS Lookup Tools

Find your NAICS code here.

Search NAICS Codes

Search Business Listings

Crosswalks

► NAICS to SIC Crosswalk

► SIC to NAICS Crosswalk

To look up industry codes: <http://www.naics.com/search/>

Making Data Requests



Puget Sound Regional Council

 SEARCH

About ▼ Growth Management ▼ Transportation ▼ Economic Development ▼ Funding ▼ Data

[Home](#) » [Data Systems and Analysis](#) » Data Request Form - Agreement



DATA

- [Census](#)
- [Surveys](#)
- [Population & Housing](#)
- [Employment](#)
- [Transportation Data](#)
- [GIS & Maps](#)
- [Models & Tools](#)
- [Forecasts](#)
- [Research](#)
- [Regional Data Profile](#)

- [Census](#)
- [Data Request Form](#)
- [Employment](#)
- [Forecasts](#)
- [GIS & Maps](#)
- [Models & Tools](#)
- [Population & Housing](#)
- [Puget Sound Trends](#)
- [Regional Data Profile](#)
- [Research](#)
- [Surveys](#)
- [Transportation Data](#)
- [Regional Technical Forum](#)

Data Request Form - Agreement

PSRC welcomes requests for data, maps, and analysis in formats through our standard data products. Please read through our terms of request and use to understand what custom data and services we are able to provide. The form is intended to ensure timely follow-up on requests and to allow us to better understand member data needs. Please contact [Marina King](#), 206-389-2878, with any questions.

TERMS OF REQUEST

1. Requests for custom data products and analysis are to be submitted in writing through the online

Employment Data



- Puget Sound Regional Council Estimates
 - Usually slightly more up-to-date than alternate source.
- On the map application
 - Intuitive interface
 - Includes other data than employee counts
 - ✦ Commute patterns
 - ✦ Wages
 - ✦ Race, Age, Sex of workers
 - ✦ Can view by number of workers or number of jobs (some workers have multiple jobs)
 - ✦ Can view worker data by place of employment or place of residence

Tutorial: On the Map

The screenshot shows the OnTheMap web application interface. The browser address bar displays `onthemap.ces.census.gov`. The page title is "OnTheMap". The navigation bar includes links for "LEHD Home", "Help", and "Documentation". The main interface is divided into a left sidebar and a main map area.

Left Sidebar:

- Start** | **Base Map** | **Selection**
- Welcome to OnTheMap!**
Start an analysis by using one of the tools below (Search, Import Geography, or Load .OTM file). Hover over the Help icons located throughout the application to see Help tips for using specific functionality. Sections in the control panel can be collapsed or opened by clicking the section title.
[Read New Data Notice \(6/6/2013\)](#)
- Search**
Search input field with a "Search" button.
Search All Names (dropdown menu)
- Import Geography**
[Import from KML](#)
[Import from SHP](#)
[Import from GPS](#)
- Load .OTM File**
Click the "Load" button below to load a .OTM file.
Load button

Main Map Area:

- Map of the United States with city labels: Anchorage, Seattle, Portland, St. Paul, Detroit, New York, Boston, Oakland, Fresno, Henderson, Riverside, Albuquerque, Aurora, Omaha, St. Louis, Columbus, Virginia B, Nashville-Davidson, Atlanta, Jacksonville, Tampa, Miami, San Antonio, Fort Worth, Mesa, Tucson, Urban Honolulu.
- Map controls: A vertical zoom slider on the left and a horizontal zoom slider at the top.
- Top navigation: Save, Load, Feedback, Previous Extent, Hide Tabs.

A red arrow points from the "Search" button in the left sidebar to the map area, with the text "Use to zoom in" next to it.

Tutorial: On the Map

OnTheMap

LEHD Home Help and Documents

Start Base Map Selection

Save Load Feedback Previous Extent Hide Tabs

Help?

Clear All Layers

Regional Layers

	Label	Point	Outline	Fill	
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	States
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	113th Congressional Districts
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	State Legislative Districts (Upper)
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	State Legislative Districts (Lower)
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Metropolitan/Micropolitan Areas (CBSA)

Local Layers

	Label	Point	Outline	Fill	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Counties
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	County Subdivisions
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Places (Cities, CDPs, etc.)
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Census Tracts
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Census Block Groups
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ZIP Codes (ZCTA)

Transportation Layers

	Label	Point	Outline	Fill	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Interstates
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Highways
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Local Roads
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Railroads
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Amtrak Stations
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Airports

Workforce Layers

	Label	Point	Outline	Fill	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	WIRED Regions (Generation 1)
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	WIRED Regions (Generation 2)

These options can help you keep track of location when making your selection in the next step.

Tutorial: On the Map

OnTheMap [LEHD Home](#) [Help and Documentation](#) [Re](#)

Start Base Map Selection

Save Load Feedback Previous Extent Hide Tabs

Selection Preview:

☒ Confirm Selection

Confirm and Add Advanced Selection

Help?

Drawing Tools

Navigation

Draw Polygon (Freehand)

Draw Line

Draw Point(s)

Edit Drawn Shape

Clear Selection

Add Layer Selection

Census Tracts

Add Buffer to Selection

☒ Do Not Buffer

☐ Simple/Ring

Radius: miles

☐ Donut

Inside Radius: miles

Outside Radius: miles

☐ Plume

Start Radius: miles

End Radius: miles

How would you like to select?

What would you like to select?

Tutorial: On the Map


OnTheMap

[LEHD Home](#) [Help and Documentation](#)

StartBase MapSelection

SaveLoadFeedbackPrevious ExtentHide Tabs

Selection Preview:



Confirm Selection

Confirm and Add Advanced Selection

► Help?

▼ Drawing Tools

Navigation

Draw Polygon (Freehand)

Draw Line

Draw Point(s)

Edit Drawn Shape

Clear Selection

▼ Add Layer Selection

Census Tracts

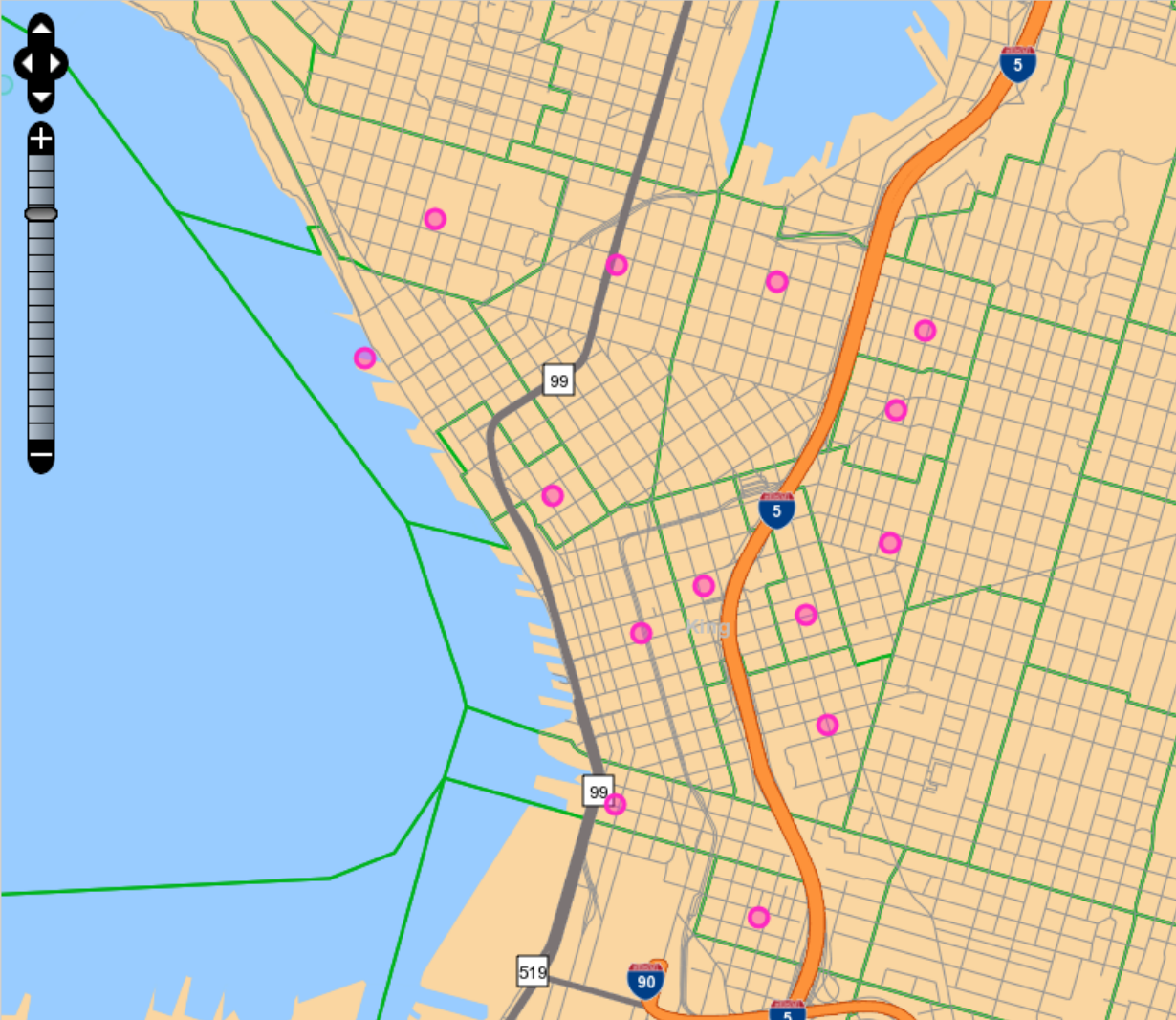
▼ Add Buffer to Selection



☒ Do Not Buffer

☐ Simple/Ring
Radius: miles

☐ Donut
Inside Radius: miles
Outside Radius: miles

☐ Plume
Start Radius: miles
End Radius: miles





Tutorial: On the Map

OnTheMap


LEHD Home [Help](#) and [Documentation](#) [Reload](#) [Te](#)

Start

Base Map

Selection

Selection Preview:



✓ Confirm Selection

Confirm and Add Advanced Selection

► Help?

▼ Drawing Tools

Navigation

Draw Polygon (Freehand)

Draw Line

Draw Point(s)

Edit Drawn Shape

Clear Selection

▼ Add Layer Selection

Census Tracts

▼ Add Buffer to Selection


☒ Do Not Buffer

☐ Simple/Ring
Radius: miles

☐ Donut
Inside Radius: miles
Outside Radius: miles

☐ Plume

Save Load Feedback Previous Extent Hide Tabs



92 (King, WA); 91 (King, WA); 84 (King, WA); 83 (King, WA); 85 (King, WA); 82 (King, WA); 81 (King, WA); 80.02 (King, WA); 80.01 (King, WA); 73 (King, WA); 72 (King, WA); 74.02 (King, WA); 71 (King, WA) and 1 other Census Tracts

from Census Tracts


Selection Area: 3.142 Sq. Mi

Census Blocks: 810

⚙️ [Perform Analysis on Selection Area](#)

[Change Selection Area](#)

[Add Advanced Selection](#)



Tutorial: On the Map

OnTheMap

LEHD Home Help and Document

Start Base Map Selection

Save Load Feedback Previous Extent Hide Tabs

Selection Preview:



✓ Confirm Selection

Confirm and
Add Advanced Selection

Help?

Drawing Tools

Navigation

Draw Polygon (Freehand)

Draw Line

Draw Point(s)

Edit Drawn Shape

Clear Selection

Add Layer Selection

Census Tracts

Add Buffer to Selection

Do Not Buffer

Simple/Ring

Radius:

Donut

Inside Radius:

Outside Radius:

Plume

Analysis Settings

Area Profile Analysis in 2011 by Primary Jobs

Home/Work Area

Determines whether the selection area is analyzed on where workers live ("Home") or where workers are employed ("Work").

☐ Home

☒ Work

Analysis Type

Determines the type of results that will be generated for the selected area.

☒ Area Profile

Labor Market Segment:

All Workers

☐ Area Comparison

Areas to Compare:

Places (Cities, CDPs, etc.)

Labor Market Segment:

All Workers

☐ Distance/Direction

☐ Destination

Destination Type:

Places (Cities, CDPs, etc.)

☐ Inflow/Outflow

Note: Home/Work choice does not affect results

Year

Determines the year(s) of data that will be processed in the analysis.

☒ 2011

☐ 2010

☐ 2009

☐ 2008

☐ 2007

☐ 2006

☐ 2005

☐ 2004

☐ 2003

☐ 2002

Job Type

Determines the scope of jobs that will be processed in the analysis.

☐ All Jobs

☒ Primary Jobs

☐ All Private Jobs

☐ Private Primary Jobs

Cancel

Go!

Tutorial: On the Map

OnTheMap

LEHD Home [Help and Documentation](#) [Reload](#) [Text-Or](#)

Start Base Map Selection Results

Save Load Feedback Previous Extent Hide Tabs Hide Chart/Report

Work Area Profile Analysis

enter your own subtitle

Display Settings

Characteristic Filter Total

Year 2011

Map Controls

Color Key

Thermal Overlay ☒

Point Overlay ☒

Selection Outline ☒

Identify Zoom to Selection

Clear Overlays Animate Overlays

Report/Map Outputs

Detailed Report

Export Geography

Print Chart/Map

Legends

5 - 7,564 Jobs/Sq.Mile

7,565 - 30,243 Jobs/Sq.Mile

30,244 - 68,041 Jobs/Sq.Mile

68,042 - 120,959 Jobs/Sq.Mile

120,960 - 188,996 Jobs/Sq.Mile

1 - 24 Jobs

25 - 372 Jobs

373 - 1,883 Jobs

1,884 - 5,949 Jobs

5,950 - 14,524 Jobs

Analysis Selection

Analysis Settings

Click a Characteristic link in the Summary Report to see more detail.

Age

Earnings

Industry Sector

Race

View as Pie Chart

Total Primary Jobs

2011

	Count	Share
Total Primary Jobs	206,740	100.0%

Worker Age

2011

	Count	Share
Age 29 or younger	37,583	18.2%
Age 30 to 54	127,281	61.6%
Age 55 or older	41,876	20.3%

Earnings

2011

	Count	Share
\$1,250 per month or less	21,824	10.6%
\$1,251 to \$3,333 per month	50,125	24.2%
More than \$3,333 per month	134,791	65.2%

Tutorial: On the Map

Detailed Report View

[Export to PDF](#) [Export to XLS](#) [Export to HTML](#)

Work Area Profile Report

Total Primary Jobs

	2011		2010		2009		2008		2007		2006		2005		2004		
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	
Total Primary Jobs	206,740	100.0%	204,872	100.0%	202,049	100.0%	206,753	100.0%	202,124	100.0%	198,045	100.0%	188,877	100.0%	188,448	100.0%	19

Jobs by Worker Age

	2011		2010		2009		2008		2007		2006		2005		2004		
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	
Age 29 or younger	37,583	18.2%	37,823	18.5%	40,187	19.9%	46,753	22.6%	45,403	22.5%	43,699	22.1%	41,749	22.1%	41,727	22.1%	4
Age 30 to 54	127,281	61.6%	127,067	62.0%	125,186	62.0%	124,762	60.3%	123,742	61.2%	123,605	62.4%	118,276	62.6%	119,482	63.4%	1
Age 55 or older	41,876	20.3%	39,982	19.5%	36,676	18.2%	35,238	17.0%	32,979	16.3%	30,741	15.5%	28,852	15.3%	27,239	14.5%	2

Jobs by Earnings

	2011		2010		2009		2008		2007		2006		2005		2004		
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	
\$1,250 per month	21,824	10.6%	21,295	10.4%	22,861	11.3%	25,357	12.3%	26,015	12.9%	26,638	13.5%	27,207	14.4%	28,677	15.2%	30

Close

Only in Seattle Data Project



- Modeled after DSA dashboard, with some modification
 - ✦ Did “number of firms” instead of “Play” chart; entertainment categories would not work with most neighborhoods due to low number of firms in that category. We kept the food service category and put it as another line on retail.
 - ✦ We did not refine the subcategories as much. Due to the small size of some of the neighborhoods we cast a wider net to avoid data suppression.
- Same criteria for all neighborhoods
 - ✦ Cast a wide net on categories to avoid suppression rules.
 - ✦ Mostly government sources (and all meet criteria for replicability, customizability)

Only in Seattle Data Project



Boundaries:

- Used the boundaries from neighborhoods OIS grant applications.
- With exceptions; boundaries were adjusted where two or more neighborhoods overlapped in their “claimed” territory. Where there was conflict or where the boundary was too small to gather data effectively, we favored the urban village or city clerk boundaries.

Only in Seattle Data Project



- What sources did we use:
 - **Population:** Esri, Census data
 - **Employment:** PSRC
 - **Number of firms** and **sales** data: Washington State Department of Revenue

Let's take a look:

<https://public.tableausoftware.com/profile/dsareasearch#!/vizhome/OISNeighborhoodProfileDashboard/NeighborhoodProfileDashboard>

Only in Seattle Data Project



- Dealing with outliers: zero in on them, is there something causing this?
 - ✦ Examples: increases in Lake City driven by automotive sales, drop one year in Othello when Safeway was being remodeled, light rail construction affecting Columbia City and Capitol Hill (and possibly Othello).
 - ✦ Examining these could depend on your expertise in the neighborhood but we can also look at finer detail in the data (not available for all neighborhoods due to the suppression rules mentioned); contact me if you want to troubleshoot any particular data points.

Next Steps



- ✦ Your feedback
- ✦ Refining the data for 2015?
 - Refine categories
 - Refine methodology?
 - Different data
 - Different sources?

Questions



For further information, or to inquire about customized data products, please contact:

Elliott Krivenko

Downtown Seattle Association / Metropolitan Improvement District

elliottk@downtownseattle.org

206-613-3255